

Rep Order# 6813893 Ver# 5 Status Revised  
EC'd No

Traffic Order# 766665

Printed: 05/23/2012 9:57 AM  
Last Received: 05/23/2012 9:04 AM  
Showing Buylines: All Lines

1 of 4

Station WUPW-TV TOLEDO, OH.  
Advertiser ( ) US CHAMBER OF CMRC  
Product US CHAMBER  
Estimate# 435  
Buyer Scott Kahn  
Phone#  
Fax#

Agency ( ) MEDIA AD VENTURES  
8136 OLD KEENE MILL ROAD, S#A-300  
SPRINGFIELD, VA 22152  
Agency C/P1/P2/E 106/120/435  
Flight Dates 05/07/2012 - 05/20/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=\*

--- REMARKS ---

VER 5 ISSUED TO CXL SPOTS N/A LN'S 8 & 15  
W/MKGD'S LN'S 19-20; REV TP LN'S 11 & 16-18  
CONTRACT TOTAL REMAINS \$6260  
PLS CONFIRM ASAP  
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M-F	10A-11A	MAURY POVICH	:30	\$50.00	05/07-05/11 05/14-05/18	3 2	1 1	3 2	\$250.00	
				Buyline Comment: CXL 1X N/A W/O 5/14...\$50 CREDIT								
	2	M-F	4P-5P	ANDERSON COOPER	:30	\$50.00	05/07-05/11 05/14-05/18	3 2	1 1	3 2	\$250.00	
				Buyline Comment: CXL 1X N/A W/O 5/14...\$50 CREDIT								
	3	M-F	630P-7P	FOX TOLEDO NEWS @ 630PM	:30	\$60.00	05/07-05/11 05/14-05/18	3 2	1 1	3 2	\$300.00	
				Buyline Comment: CXL 1X N/A W/O 5/14...\$60 CREDIT								
	4	M-F	7P-730P	THE OFFICE	:30	\$80.00	05/07-05/11 05/14-05/18	3 2	1 1	3 2	\$400.00	
				Buyline Comment: CXL 1X N/A W/O 5/14...\$80 CREDIT								
	5	M-F	730P-8P	HOW I MET YOUR MOTHER	:30	\$80.00	05/07-05/18	3	2	6	\$480.00	
	6	M	9P-10P	HOUSE	:30	\$400.00	05/14-05/14	1	1	1	\$400.00	
	7	TH	8P-9P	IDOL	:30	\$1,250.00	05/10-05/10	1	1	1	\$1,250.00	

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<b>Product</b>	US CHAMBER
<b>Estimate#</b>	435
<b>Buyer</b>	Scott Kahn
<b>Phone#</b>	
<b>Fax#</b>	

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**Hiatus Weeks**

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY

**Salesperson Phone#** 215-567-6005  
**Salesperson FAX#** 215-567 5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*8	SA	8P-9P	COPS	:30	\$175.00	05/12-05/12	0	0	0	\$0.00	-----
		Buyline Comment: CXL DUE N/A										
		Sales Remark: V5 CXL DUE N/A										
		V5 More than 2 codes changed										
	9	SA	630P-11P	NASCAR	:30	\$950.00	05/12-05/12	1	1	1	\$950.00	
	10	M-F	10P-11P	FOX TOLEDO NEWS @ 10PM	:30	\$175.00	05/07-05/11	3	1	3	\$875.00	
							05/14-05/18	2	1	2		
		Buyline Comment: CXL 1X N/A W/O 5/14...\$175 CREDIT										
	*11	SA	11P-1130P	FOX TOLEDO NEWS SATURDAY @ 10PM	:30	\$175.00	05/12-05/12	1	1	1	\$175.00	
		Buyline Comment: REVISE TIME PD DUE MLB										
		Sales Remark: V5 REVISE TIME PD DUE MLB										
		V5 More than 2 codes changed										
	12	SU	10P-1030P	FOX TOLEDO NEWS SUNDAY @ 10PM	:30	\$175.00	05/13-05/13	1	1	1	\$175.00	
	13	M-F	11P-1130P	SEINFELD	:30	\$60.00	05/07-05/11	2	1	2	\$180.00	
							05/14-05/18	1	1	1		
		Buyline Comment: CXL 1X N/A W/O 5/14...\$60 CREDIT										
	14	M-F	1130P-12A	THE OFFICE	:30	\$60.00	05/07-05/18	2	2	4	\$240.00	
	*15	SA	5P-6P	THE CLOSER	:30	\$25.00	05/12-05/12	0	0	0	\$0.00	
		Buyline Comment: CXL DUE N/A										
		Sales Remark: V5 CXL DUE N/A										
		V5 More than 2 codes changed										
	*16	SA	1130P-12A	SEINFELD	:30	\$50.00	05/12-05/12	1	1	1	\$50.00	
		Buyline Comment: REVISE TIME PD DUE MLB										
		Sales Remark: V5 REVISE TIME PD DUE MLB										
		V5 More than 2 codes changed										

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Salesperson ( ) ANJIE BRADY

Saleperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

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	*17	SA	12A-1A	HELL'S KITCHEN	:30	\$35.00	05/12-05/12	1	1	1	\$35.00	
				Buyline Comment: REVISE TIME PD DUE MLB								
				Sales Remark: V5 REVISE TIME PD DUE MLB								
				V5 More than 2 codes changed								
	*18	SU	1030P-11P	LEADING EDGE	:30	\$50.00	05/13-05/13	1	1	1	\$50.00	
				Buyline Comment: REVISE PRGM								
				Sales Remark: V5 REVISE PRGM								
				V5 Program Name Change, Comment Changed								
	*19	SA	1230P-4P	FOX SATURDAY BASEBALL	:30	\$175.00	05/12-05/12	1	1	1	\$175.00	
				Buyline Comment: MKGD FROM LN 8								
				Sales Remark: V5 MKGD FROM LN 8								
				V5 Added								
	*20	SU	9A-10A	FOX NEWS SUNDAY	:30	\$25.00	05/13-05/13	1	1	1	\$25.00	
				Buyline Comment: MKGD FROM LN 15								
				Sales Remark: V5 MKGD FROM LN 15								
				V5 Added								

---REPORT TOTALS---

Report Totals: 48 / \$6,260.00

---SALES MONTHLY TOTALS---

May 12: 48 / \$6,260.00

Sales Totals: 48 / \$6,260.00

Station Totals: 48 / \$6,260.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$104,333	CATV	0%	WNGT	0%	WNWO	4%	WTOL	49%	WTVG	41%
		WUPW	6%								

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---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE